



**SADDLE UP**  
**SUMMIT**



**Conference Agenda**

*Presented by LASSO*





# July 14

*\*Subject to change prior to event*

- ★ **Travel to Music City!**
- ★ **Check in to The Virgin Hotel - Music Row**
- ★ **Welcome Reception:** Great drinks, appetizers, and company when you arrive on 7/14!
- ★ **Rest up (or hit the town) before 2 full days of sessions and excursions!**



# July 15

*\*Subject to change prior to event*

- ★ **Check-In & Networking**
- ★ **Keynote:** The Future of Events & Workforce Innovation
- ★ **Product Deep Dive:** A Look at LASSO's Next Big Feature
- ★ **Panel:** State of the Industry
- ★ **Lunch & Vouch Couch**
- ★ **Breakout Sessions Round 1:**
  - ★ Crew Marketplace Unleashed
  - ★ Mastering ROI with LASSO
  - ★ Best Practices for Event Logistics
- ★ **Breakout Sessions Round 2:**
  - ★ Mastering Inventory Management
  - ★ Tips from the Top (Best Practices from LASSO Power Users)
  - ★ The Future of Event Data & Reporting
- ★ **Nashville Excursions & Networking Breakouts**
- ★ **Exclusive LASSO Evening/Dinner Event**



# July 16

*\*Subject to change prior to event*

- ★ **Coffee & Conversations**
- ★ **Interactive Session:** User Success Stories – What’s Working?
- ★ **The Future of LASSO:** What’s Next?
- ★ **Breakout Sessions Round 1:**
  - ★ Insurance & Risk Management Panel
  - ★ Marketing & CRM Panel: Growth Strategies for Event Businesses
  - ★ Leveraging Analytics for Smarter Decision Making
- ★ **Breakout Sessions Round 2:**
  - ★ Employer of Record & Compliance Panel
  - ★ LASSO’s Travel Solution Deep Dive
  - ★ The ROI of Smarter Payroll
- ★ **LASSO Hackathon:** Build Your Dream Feature
- ★ **Closing Panel:** AMA
- ★ **Nashville Excursions & Wrap-Up Activities**